

Playthings
Selected by

Read Nov 12
1946

SEPTEMBER 1946

CHILDREN'S ACTIVITIES

FOR HOME
AND
SCHOOL

E-4

50c

NOT FOR SALE
ON NEWSSTANDS



·DIRECTED PLAY·
·MOULDS CHARACTER·

GAMES - PUZZLES - SONGS

THINGS TO MAKE - THINGS TO DO

STORIES - PLAY PROJECTS - CREATIVE WORK - DRAWINGS

500,000 COPIES OF THIS ISSUE

Toys Selected And Recommended By Children's Activities Magazine

For years we have been selecting outstanding playthings which have been presented in the magazine itself. This service has proven to be very popular with our subscribers. Now, with many more good toys available and with space so limited in the magazine we think it helpful to issue this special supplement.

Even now with more and better toys available we regret there is still a severe shortage of many playthings which we hoped would be available in quantity, notably many metal and wooden toys.

Many of the toys are brand new and others are the most popular of the playthings we have featured from year to year. If you are unable to find these recommended playthings in your community we will be glad to buy and ship them to you upon receipt of the prices shown which include handling and shipping charges unless

otherwise mentioned. Deliveries and prices apply to orders from the Continental United States. Please address all orders and make checks or money orders payable to the Child Training Association, Inc., Dept. C., 1020 South Wabash Avenue, Chicago, Illinois. No C.O.D. orders please.

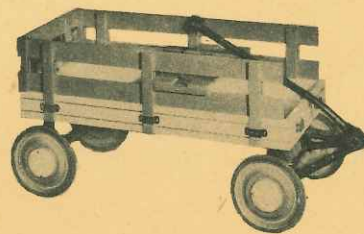
Dept. C., 1020 S. Wabash Ave.

CHILD TRAINING ASSOCIATION, INC.

Chicago 5, Illinois

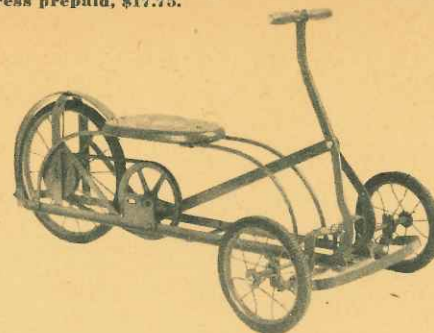


ALL ALUMINUM TELESCOPE. The Herbert George Company have produced a real efficient telescope at a surprisingly low price. Children will be delighted with its many play uses, but it is not just a toy and can be used by both children and adults in many practical ways. The optically ground and polished lenses give a 6 power magnification which enlarges distant objects with amazing clarity. It is expertly constructed of Alcoa aluminum throughout with polished plastic fittings. Objective lens 1 1/4" in diameter. Waterproof, dust proof and moisture proof. The telescope is constructed with 3 sliding sections so that it may be properly focused. The length open is 14". When closed it is 8 1/2", making it very compact for carrying. Price, post-



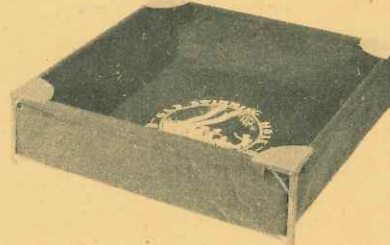
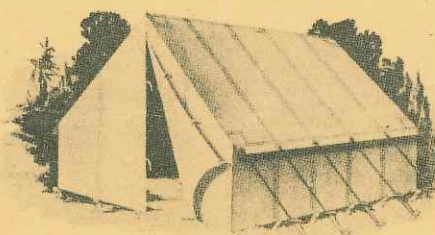
RADIO FLYER WAGON It gives us a great deal of pleasure to present a big all-steel pre-war wagon again—made by one of America's largest manufacturers of wagons, Radio Steel. All steel—body, running gear, disc wheels, tongue, and steering apparatus, 10" double disc wheels with large 1 3/4" semi-inflated rubber tires that give the smooth floating ride that youngsters adore. Body 34" long, 15 1/4" wide, 4 1/2" deep. Body in bright red baked enamel. Wheels "refrigerator white" enamel with red stripes. Black running gear. This is a fine wagon of pre-war quality and price. Price, express prepaid, \$13.25.

STEGER STAKE WAGON Many playthings, including wagons, have virtually disappeared during the war. Many things are coming back again to their pre-war quality and this wagon is one of them. It has steel axles, steel disc wheels with rubber tires, steel hub caps, oil impregnated wood bearings. All steel undercarriage made of 20 gauge steel with streamlined steel handle. The body is strongly constructed of hardwood and is well finished. This particular type of wagon has many uses for fun and utility. It can be used as shown for riding or hauling. The framework can be removed entirely and the wagon used as a regular coaster wagon. This is a fine big wagon, 36" x 16" x 10 1/4". Wheels are 9 1/4". Wheels and stakes in bright red, body in natural finish. Price, express prepaid, \$17.75.



UMBRELLA TENT. This is a quality tent for children which is particularly nice, as practically the entire front can be raised and used as an awning on hot days, or the tent can be partially or entirely closed. The tent is made of Olive Drab waterproof tent material with full size awning extensions that may be used also as a door. All strain points reinforced with double goods, and double stitched seams. 7' x 7' x 6' high. Has steel center pole, ropes and steel stakes. Also has rear bobbinet window with storm flap. Poles and rope for awning included. Price, prepaid express, \$16.75.

MICHIANA FLYER. It is with great pleasure that we once again feature this vehicle which was so popular with our readers in pre-war days. While it is sturdily built this Flyer is light enough for a small child to handle with ease. It not only provides hours of fun for the children, but it is a health and muscle builder. The hand propulsion develops arms, body, and shoulders as well as feet which do the steering. It is not difficult to operate due to the precision built pulley and V-belt drive. The very strong hardwood frame and handle are appropriately streamlined. The overall length is 38" with 12" rear wheels and 7" front wheels all rubber tired. The seat is 11" from the floor, and the Flyer is 7" wide. Quick readjustment features make it possible for a growing child to use it for several years. Price, express prepaid, \$16.60.



HETRICK WALL TENT During the war the production of this fine tent was necessarily discontinued as the manufacturer was engaged solely in war work. Now it is back again with all the romance and appeal that a tent has to children. Made of genuine closely woven waterproof duck, 9.93 weight—a quality tent with extra wide extension at eaves, rustproof sewed-in iron rings, double stitched seams and reinforced at all peaks and corners with double goods. Size 7' x 7' square, center 6'6" high with 3' walls. Complete with ropes, steel stakes and mahogany stained hardwood poles. Price, express prepaid, \$24.50.

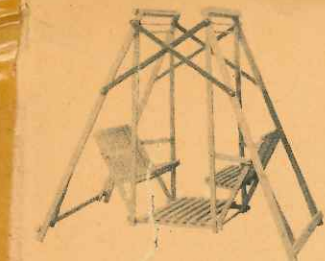
CANVAS WADING POOL There is no need to comment on the fun children will have in this portable canvas wading pool. It is constructed of extra heavy waterproof green oiled duck. Sturdy angle iron rustproof frame with 4 metal corner seats. Height of pool 12" Size 4 1/2' x 4 1/2'. Price, express prepaid, \$15.25.



CRADLE TWINS. This is something new in toys—it is for the baby from three months through the first year. This set combines the famous Cradle Spin with a new exciting Cradle Gym to make fascinating playthings for the baby. The Cradle Gym is suspended near the top of the crib where the gayly colored red and blue maple trapeze and balls and the bright yellow plastic rings are within easy reach of baby's tiny hands. The Cradle Spin is suspended near the bottom of the crib where baby has access with its feet to the highly colorful red, yellow and blue maple cylinder which rotates on a polished wood bar. Inside the cylinder tiny bells provide entertainment and encourages activity as do the white and red plastic balls hanging on either side of the cylinder. The various devices on each of the playthings furnishes endless hours of fun for the baby, yet at the same time are scientifically designed to develop arm, leg, and back muscles and to aid in concentration. It is truly a great advancement over the usual crib toys and is highly approved by pediatricians. And last but not least these wholesome toys are packed in a beautifully colored box with cute little baby illustrations to match. Price, prepaid, \$5.25.



WHOA BOY is more than a Hobby Horse. He trots, canters, gallops and lope like a real horse. The rider can rock it, bounce it, or rock and bounce in a cadence to simulate a gallop or a gentle trot for tenderfeet. And Whoa Boy does all of this in one place. The back and legs are of the finest alloy spring steel, strong enough to take any rough riding given him. The head and saddle are made of strong wood and are adjustable as are the stirrups. The simplicity of construction omits all complicated working parts and springs which invariably wear out. Overall length 4' 2 1/2" tall, for children from 2 to 10. Price, express prepaid, \$17.50.



JUVENILE SWING This fine Merril-play Swing is a delight to youngsters, and is built to take the roarin' and a tootin' play of husky children. Constructed with safety standards throughout. Completely free swinging. Beautifully finished in turquoise blue and bittersweet. 2 Passenger—ground space 3'3"x5'7". Ht. 5'. Price, \$10.70. F.O.B. Chicago. Shipping wt. 30 lbs.



JACK'S PONY This is a fine example of a very popular exercising or individual feet-totter type of plaything, when children sit on the seat they gently spring up and down in a most realistic "horseback riding" way. Handiness on the pony's head and foot stirrups enable even small children to hold on and ride safely. The spring is made of Silica Manganese steel which will safely support children up to 70 lbs. A special front foot "U" bolt construction makes it especially strong and safe but still allowing plenty of bounce. Attractively finished—spring in blue, supports and seats in red, pony's head white with blue trimmings. Price, express prepaid, \$9.25.



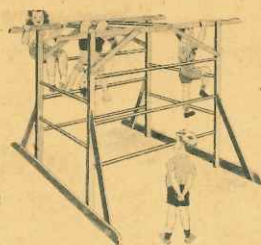
CONVERTIBLE SWING SET. We are pleased to present a new play set, strongly and safely built to pre-war quality and with very flexible use. The set itself consists of swing seat, trapeze, 2 exercise rings and 4 lengths of strong metal chain, each 4' long (only 2 chain lengths are shown in the illustration to save space). When used as a swing the chains may be hooked together to make a swing up to 8' long. When used as a trapeze or with rings the chains can be made 4' long by simply disconnecting the 2 bottom chain lengths. Swing seat, trapeze and rings can also be hooked to the chains at any point for adjustment to size of child. Strong screw eyes are provided which can be screwed into a limb of a tree for outdoor use, or into rafters of the basement, porch, attic, garage, etc., for indoor use. Extra sets of screw eyes could also be purchased at a hardware store so that the set could be moved indoors or outdoors as desired or taken on picnics or vacation trips. All parts of the equipment are finely finished and splinter proof. **Price, Postpaid, \$2.95.**



SPARES AND STRIKES BOWLING GAME. This fine game is the nearest approach to regular bowling we have seen, providing real exercise and fun for the whole family from small children to adults. It can be used both outdoors and indoors. Outdoors it may be used on smooth closely cut grass, on the tennis court, on the porch or on any smooth surface. For outdoor use, wooden pegs are provided which are flush with the ground forming bases for the pins. Indoors the game can be used in the living room, recreation room, etc. For indoor or porch use there is a 12' rubberized oil-cloth Alley with numbered circles for placing the pins accurately. The pins are of hardwood and are 7 1/2" high, 2 1/2" in diameter—one half the size of regulation bowling pins. 2 matched hardwood bowling balls 3 1/2" in diameter. 50 regulation score sheets and instructions. Indoors, pillows or cushions may be set up to stop the balls. The game is comparatively quiet and the pins do not fly. All of the regulation shots may be made with this game that can be made in regular bowling. **Price, \$11.00, postpaid.**



SHUFFLETTE. This is the exciting new Shuffle-Board game for home use either indoors or outdoors. The base of the game is a black enameled, very smooth cloth 9' long and 16 1/2" wide. The shuffle-board design is printed in large red numbers at both ends. There are 2 clubs or pushers for sliding the wooden discs, 2" in diameter, from one end of the board to the other. The object of the game is to slide the discs so as to knock the other players' discs from scoring spaces. The clubs are jointed so that the game may be used on the floor, porch or any smooth outdoor surface, as illustrated. Or it can be used with shorter clubs on a Ping Pong table or long dining-room table. There are 5 red and 5 white discs and full directions for playing. Fun for all of the family from small children to adults. **Price, postpaid, \$3.65.**

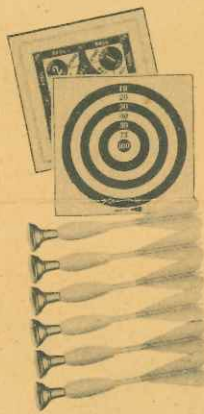


MERRISPLAY EXERCISER. This is a fine brand new kind of exercising play equipment for children made by the manufacturers of the famous Jumbo Gym. This exerciser may be used equally well indoors or out. All children love to climb, hang by their hands and knees, "skin the cat," etc. The use of this exerciser helps to develop practically all the muscles of the body. A special advantage of the exerciser is that it may be used safely by children as young as 3 years and from there up to about 8 years. The exerciser is 6' long, 4' high, and 2 1/2" wide. With braces it occupies a ground or floor space 6' long x 4' wide. Frame is made of sturdy Douglas fir with the rungs made of 1 1/4" diameter hickory, carefully sanded and put in under hydraulic pressure. Frame has rounded edges and is beautifully finished in bittersweet and turquoise blue. Comes from the factory with both sides and the top completely assembled. Rungs at the ends are easily put in and secured. **Price, F.O.B. Chicago, Ill., \$15.50.**

ROTOR FLYER. Here is the first really new idea since model planes were introduced. The Chupp Rotor-Flyer requires only the power of wind to fly. Every child who flies a kite can fly one of these autogiros. Just hold the giro up above your head and let the wind lift it gently upward into flight letting the attached string out as you would with a kite. However, it requires no running and only an eight mile breeze. The Rotor-Flyer is sturdily constructed of the best materials in light weight woods and carefully machined fittings. Spare parts are available and easily replaceable. The Flyer is 40" long, 10" high and has a 41" span yet only weighs 10 ounces. It comes knocked down in a sturdy fibreboard cylinder with assembly and flying instructions included. **Price, postpaid, \$6.40.**



MERRISPLAY TEETER-TOTTER. With play yard equipment so difficult to secure we are fortunate in being able to present this strong rugged wooden teeter-totter. It can be used both indoors and outdoors and is built strongly along correct safety lines. The teeter board has comfort shaped saddle seats and has 3 adjustments for equalizing weight. Length of board 74", height of standard 19". Finely finished in turquoise blue and bittersweet waterproof enamel. **Price, express prepaid, \$7.35.**

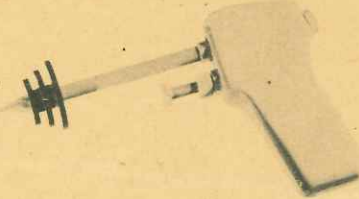


DART GAME. This 18-inch game by Innovation Products affords a great deal of amusement for children, and in fact the entire family. The soft suction cup darts are streamlined and well built and balanced with colorful plastic vanes in matched sets. The cup of fine latex rubber is absolutely harmless, and sticks perfectly on the triple varnished surface of the board. Heavy 18-inch board is approximately 1/4-inch thick with full color Target game on one side and equally exciting Baseball game on reverse side. Six darts are supplied with each set. **Postpaid, \$2.35.**

PLASTIC TECH SET is an ultra modern brightly colored plastic construction set that creates realism in model building—and without the use of a single nut or bolt! Parts are connected by simple sliding rods which fit together perfectly with a firm push. Loose rods and lock washers hold together all moving parts. These rods are all pliable and can be bent into various shapes. Accuracy to 1/1000th of an inch insures smooth movement. The unfading, mar proof colored parts are washable and functionally colored in bright red, blue, and yellow for study of the actions of any particular group. All Tech set parts are interchangeable and spare parts available in any quantities. This set builds planes, trucks, locomotives, cranes, engines, and 40 other precision movable working models as illustrated in the Tech model book. **Price, prepaid, \$14.25.**

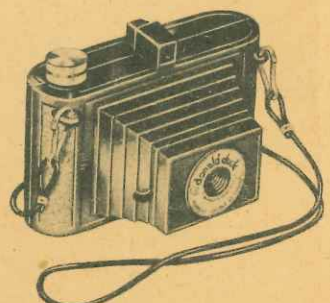


EARTH HAULER. It has been a long time since a quality model toy of this type has been on the market and it is with great pleasure and pride that we present it at this time. This Doepke Model Toy is an authorized reproduction of the Woolridge Heavy Duty Earth Hauler. It is electrically welded of heavy gauge steel, sturdily built to stand up under hard usage and to provide lasting play value. This toy is scaled to the minutest details to impart realism. The tires are genuine Goodyear Super Twist Tires with authentic rubber tractor tread. It is easily loaded and dumps where desired. Overall length, 25 inches. Color, bright yellow. **Price, prepaid \$13.00.**



ATOM-MATIC WATER ROCKET is as new as tomorrow and the world's finest water toy! It is built for safe and enduring play. Startlingly attractive in its rich colors of red, royal blue, gold, and magenta, the futuristic design further stimulates the imagination of the youngsters. Automatic in its split second operation, it "rocks" a stream of water more than 50 times without reloading and with extreme accuracy. It is very simple to load, just remove the live rubber plug in the back of the handle and pour water into the reservoir. It is precision built in every respect. The metal parts are non-corrosive for long-life. **Price, postpaid, \$3.10.**

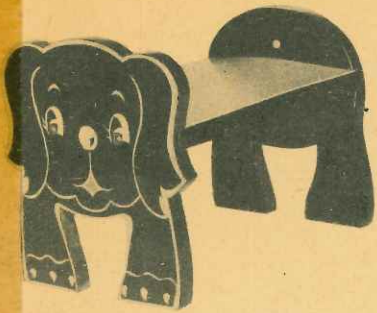
RADAR SCOPE. Youngsters will get a "kick" out of owning and using this new, real periscope. They can see over walls or around corners. This periscope is made of 26 gauge steel with quality silvered mirrors, rubber eye pieces, and a handy shoulder strap. It is built to give years of service. Length 17". **Price, prepaid, \$2.40.**



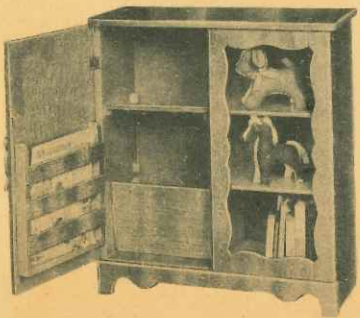
DONALD DUCK CAMERA. What fun children will have with this camera, designed with many particularly appealing and suitable features for children. First, and most important, it is a real camera taking very good pictures either by children or adults. The low price of \$3.00 recommends it highly as a camera for children. The attractive durable case is decorated with the famous Disney Donald Duck characters. It looks like Dad's expensive camera. It has a cord which goes around the neck, helping to carry the camera to keep it steady. An accurate level viewfinder makes it easy to see just what will appear in the picture. Fixed focus, with optically ground meniscus lens. Uses standard 127 film taking 12 exposures per load—each 1/125 sec. Enlargements made up to 8" x 10". Size of all 4 1/2" x 3 1/2" x 2 1/4". **Price, postpaid, \$3.00.**



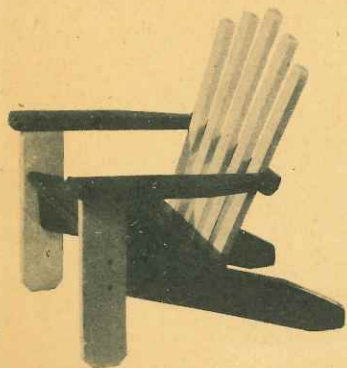
GRAPHIC SLATE DESK. fine piece of furniture House for any child's This large desk stands and is 21" wide. Well constructed it has Light Maple wood it has Light Maple When the folding compartment (as shown) is open, sturdy desk for writing, reading or studying. The board inner surface of the excellent for drawing with the colored Wax Crayons supplied set. Can be erased easily with cloth. A handy rear compartment can be used for pencils, paper, pens, erasers, etc. By folding the desk tray the child obtains blackboard drawing surface mount. A good quality eraser and 3 full size sheets of chalk are included for use on blackboard. The 36 Charts are conveniently the top and serve as a splendid "stimulant" for drawing, printing. Include even authentic elementary diagrams, alphabets, etc. particularly beautiful as they are in four colors. **Price, compressed Prepaid, \$9.00**



PUPPY STEP-STOOL. This versatile Step-Stool combines a two-fold purpose. In addition to its play value as a delightful toy, it also serves as a sturdy step-stool. To mention just a few of its possibilities: a bed table for the Shut-In; a step-up to the lavatory; for child or adult to stand on for any purpose; a seat in an automobile; and many other uses. The ends are 9" x 9 1/2"; Overall length 13". Width of step 8 1/2"; 1" thick and 6 1/2" high. Made of selected wood, rigidly constructed by grooving the step securely to the ends, in addition to two supports underneath. The Puppy is lacquered a shiny black with features in white. His tongue is red. Best of all, the step is covered with cheerful-red Battleship linoleum to last the life of the stool; and it's easy to clean. **Price postpaid, \$3.30.**



TOY AND BOOK CUPBOARD. An ever present problem of mothers is children to keep toys and books when not in use from being underfoot and scattered from one end of the house to the other. This cupboard is one of the smartest ideas we have seen both in design and purpose. It is finely built with soft lovely maple finish, antiqued edges and is a piece of furniture that is a credit to any child's room. The 3 open shelves at right with modern shadow box fronts are for larger toys, dolls or books. The left side has an ample toy shelf at top with a deep bin at bottom for smaller toys. All shelves and the bin front are movable for desired adjustment. The door on left has an inside rack for magazines or larger books. Door has neat handle, snug fitting catch and attractive decalcomania decoration. The beauty and convenience of the cupboard is a powerful stimulus in encouraging children to keep their toys and books in order. Height 34", width 32", depth 12". **Price, express prepaid, \$26.00.**



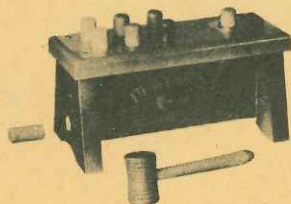
TOTS ADIRONDACK CHAIR. This is one of the clever new ideas in juvenile furniture. It is patterned after the popular adult Adirondack chairs but is just the right thing for the little tots own chair. In general it will fit children from 2 to 6 but it is advisable to check the size of the child against the dimensions as children vary in size. Very sturdily built and attractively finished and decorated in brown and yellow. Ideal for use outdoors, on the porch, or indoors. Seat 11" wide x 9" deep. 8" from ground in front. Back 18 1/2" high. Total width with arms 16". Total length 17". **Price, postpaid, \$4.45.**



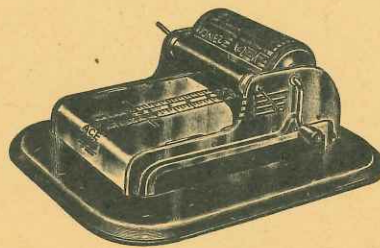
TODDLERITE. A lovely glowing friend at night—a companion between wakefulness and sleep. The light is spread by diffusion, not reflection, from this little lucite lamb so provides just enough glow to please the child and keep Mother from stumbling around the nursery but not enough to hamper sleep. A 6 watt bulb in the light weight plastic base radiates interchangeable varieties of colors up through the crystal clear figure, giving a three dimensional, realistic effect to this night light. Toddlerite is practically unbreakable, washable, non-flammable and all parts are replaceable. It has a six foot safety cord attached and operates on either AC or DC, costing only a fraction of a cent a night to run. **Price, postpaid, \$5.25.**



BLACK LIGHT KIT. Now the youngsters can paint with light—and read in the dark! This ElecToy Kit adds something new and glamorous to live up that ever popular standby, the coloring set. Pictures painted or drawn with the fluorescent paints, crayons and pencil light up and glow brilliantly in whatever color has been applied when exposed to the ultraviolet light in darkness or in shadow. The colors retain their natural attractiveness in daytime. The kit also includes a bottle of invisible ink, printed cards to color, and paper for original composition. The lamp operates on 110 V. AC or DC. The box in which the set is contained is designed as a shadow box with the lamp secured at the top when desired. **Price, postpaid, \$5.00.**



PLAYSKOOL NOK-OUT BENCH. For the very young child, satisfying his or her desire to pound, directed into worthwhile channels. The large pegs in assorted colors are pounded into the hole, and as this is done another peg pops out of the tube at the other end of the bench. Includes pegs to fill tube, 6 extra pegs, and mallet. 10" long. **Price, prepaid, \$1.65.**



ACE ROTARY PRESS. This press has proved to be among the most popular toys we have featured, combining real fun with a practical initiation into the art of printing. It is modeled after the big newspaper printing presses. The rubber type is set in holder slots—put on the cylinder—type lines are adjusted to any desired distance apart—the roller is inked—paper inserted—the crank is turned and the job is done. The press prints larger sheets than the usual toy presses, the rubber type is much easier for children to handle, and rubber picture dies enable children to dress up the job. The press is designed to handle sheets or cards up to 5" wide and 7" long. It will print such jobs as children's newspapers with two standard 2 1/4" wide newspaper columns, programs, menus, handbills, etc. Unit includes press, 200 pieces of capital letters, 400 pieces of small (not capital) letters, 16 type slots 5" wide, 20 picture dies including one wide newspaper heading, rubber cement, ink, ink brush, ink ribbon, tools and supply of paper. **Price, postpaid, \$7.40.**



NATIVITY SCENE. Here is an inspiring depiction of the symbolic Nativity Scene. The manger has a green bronze tinge which gives it the appearance of a natural rude mud hut. There are 13 ruggedly constructed traditional figures of durable plastic which are delicately hand-colored and lacquered. Up inside of the manger is a small electric (C 7 1/2) globe dramatically illuminating the scene. A mechanical music box in the side of the manger chimes an appropriate religious hymn and lends an inspiring religious atmosphere to this natural life-like group. The manger is 7 1/2" high, 10" long, and 6 1/2" deep. **Price, postpaid, \$11.00.**

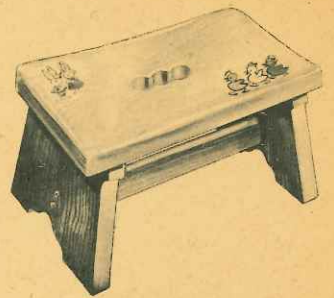


CANDLELITE TREE. This Glolite exclusively patented tree is a popular Christmas item whose beauty and originality has never been surpassed. The children will enjoy seeing this Christmas tree with its 12 candles and star all lit up on the mantelpiece or diningroom table. The brightly colored candles will never burn out for the tree is actually illuminated by a 25 watt house lamp in the base of the tree. The light travels from the bulb inside of the hollow tree through lucite rods which form the candles and is projected from the candle tips. The branches, made of rayon visca material, closely resembles Nature's luxuriant foliage and can be bent into varying positions. The tree stands 18" high with a 70' white electric cord. **Price, postpaid, \$7.00.**

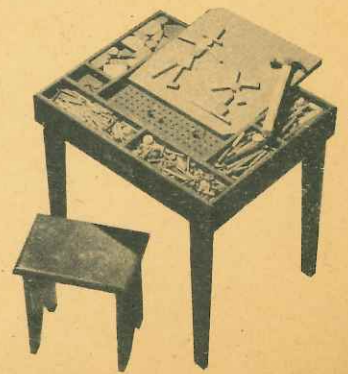


SWISS MUSIC BOXES IN UNIQUE ACTION TOYS.

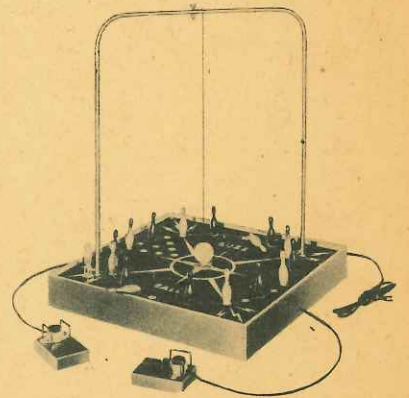
Two of the most interesting new toy creations, created by Evans, are the Dutch Musical Windmill and the Musical Circus Parade. Children for generations have loved music boxes and these are two of the most interesting adaptations of the Swiss Music box idea. Each toy has an imported Swiss music box playing 18 notes—The Windmill playing, "The Old Spinning Wheel" and the Circus playing, "Merrily, We Roll Along." The Windmill is so beautifully designed in white with colorful pastel illustrations, that it is most attractive as a decorative feature for any room. It is 12" high and made of kiln dried wood. The vanes of the Windmill are wound clock-wise and as they revolve in the opposite direction, the music plays. The Musical Circus Parade resembles a small radio. A dial winds up the music box and as the music plays, various circus characters appear in an opening in the front of the box. The outside of the box is attractively designed in full color with circus characters. Children will play these music boxes endlessly and they are also ideal for the "sleepytime" hour. Musical Windmill, **price postpaid, \$9.95.** Musical Circus Parade, **price postpaid, \$9.95.**



HANDY DANDY TOT STOOL. A stool is almost indispensable in a household with little tots. This one is admirably designed for strength and safety and at the same time it is an attractive piece of furniture. Ideal to help children reach the washbowl, look out of the window, climb into a high-chair, use as a seat or foot stool, climb into the car and so on. 6 1/2" high, 12 1/2" long and 7" wide. Made of hardwood fine maple finish with colored decorations. Smooth antique edges. Opening in the top for easy carrying. **Price, postpaid, \$2.25.**



DE LUXE PEG AND HAMMER-NAIL TABLE AND STOOL. These skool Toys have just designed a new play table which combines two of the best educational toys for young children—the Peg Table and the Hammer-Nail Table. The new outfit contains a peg board drilled with 110 holes, into which may be fitted the many varied colored pegs, bead top pegs, and design blocks representing trees, houses, autos, etc. Countless designs and scenes can be made. The Hammer-Nail pounding board, 12"x12", fits over the peg board or can be removed as desired. The Hammer-Nail set consists of hammer, nails, sticks, object blocks, embossed houses, wheels, and trees. The pieces, bored with holes for easy nailing, are hammered onto the pounding board in unlimited creative designs. Pieces can be pulled off easily, ready to start all over again. The table, in maple lacquer, is 20" x 16" and 20" high. A sturdy stool is included. **Price complete, \$2.25, prepaid.** Peg Table & Stool, with parts (without Hammer-Nail outfit), **\$6.00, postpaid.**



BUZZ BALL is a new exciting electronic game for the entire family. It brings you all the thrill and fascination of keenly competitive games of skill and develops a quick eye and a steady hand. The ball hanging from the upright is made to swing and is directed by the pull of an electric force under the board. This force is controlled by the player when he presses or releases one of the 2 remote control buttons. The object of the game is to control the swing of the ball to knock down little wooden pins arranged in various patterns, as shown in a book of instructions for 9 different games. It is a new kind of a game that thrills the adults as well as the children. **Price, Prepaid, \$10.00.**



MOTHER GOOSE COLOR MAGIC DESK. Here is one of the most interesting developments in educational toys. It provides the child with a large substantial sloping table top desk of durable fibreboard... together with a multitude of fascinating accessories. The desk is 15 x 20 and has a large Magic Slate in the center, of the type developed by Strathmore. The child writes and draws with the stylus supplied. By lifting the heavy double film surface the writing is immediately erased as if "by magic." At the upper left corner of the desk is mounted permanently a box of special coloring crayons. These too can be used for drawing on the films... and quickly erased by using an erasing cloth in another "fixed" box at the upper right. A large windowed compartment on the left side contains an entire series of 10 attractive and popular Mother Goose subjects properly simplified as a guide for drawing or for tracing. A complete color guide is also supplied. A similar large compartment on the right provides a series of 6 interesting stencils die cut for easy use. The entire outfit with the desk folded flat comes in an unusually large Gift Box in color. Price, postpaid, \$1.85.



MODEL-CRAFT CIRCUS MOLDING AND COLOR KIT. We are pleased to present this very popular activity and educational toy set which is now back on the market with new and attractive features. The principal features of the kit consist of 6 rubber molds, molding powder, paints and varnish. The molding powder is mixed with water without heat or chemicals. The smooth white mixture is then poured into the rubber molds. When the mixture is dry and hard the rubber molds are peeled off leaving excellent castings of circus characters measuring from 3" to 4" high. The molds may be used over and over again. The 6 castings consist of: Toto, the Clown; Silvia, the Bareback Rider; Trixie, the Horse; Rags, the Dog; Daisy, the Seal; Curly, the Lion. After the white castings are finished children then paint them according to their own imagination in realistic circus colors. Then the varnish can be applied for permanency and added attractiveness. An adequate supply of molding powder is supplied plus paint, brush, mixing dish, spoon, talc and puff. Additional supplies of molding powder may be secured from stores or the manufacturer. Price, postpaid, \$3.50.



MODEL-CRAFT DISNEY SET has the same constituents as the above Model Craft Circus Set with the exception of the molds. The famous Disney character molds included are Pluto, Mickey Mouse, Minnie Mouse, Mickey's Nephew, Donald Duck, and Donald's Nephew. Price, prepaid, \$3.50.



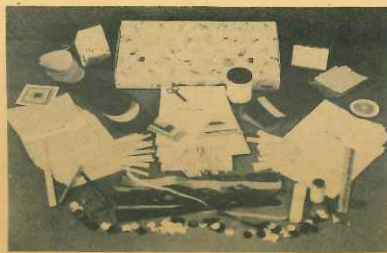
PETER RABBIT THE MAGICIAN. Here's a chance for boys and girls to Mystify all their friends! It's fun galore. At any time you can do a few simple tricks that will dumbfound them. Or you can arrange a whole Magic Show with real Tickets, Box Office and everything. Your audience will be amazed by the Jumping Carrot! Astounded by the Magic Dollar!... and where does the Rabbit go in Peter's great Dream Trick? This fascinating Magic Outfit also includes Peter's Life Story in a big 4-color plastic bound Book. The Outfit also has: Fish, Hats, Knife, Cards, Rabbits, Tickets, Cabbage, Hat Box, Carrots, Magician, Mail Box, Portraits, Programs, Envelopes, Box Office, Card Glass, Magic Wand, Pocketbooks, Magic Carpet, Magic Dollar, Autographed Photo, Die-cut Stage, Loaf of Bread, Four-Color Box, Portrait Holder, Fantastic Folder, Magic Directions, 15 Story Pictures, 6 Star Act Pictures. Here's hilarious fun for the whole family and fine for Easter! Price, postpaid, \$1.25.



YOUNG AMERICAN DESIGNER KIT. This is a brand new idea in the ever popular paper doll world which develops undreamed of possibilities for paper dolls. Younger girls can follow the instruction book and patterns and make hundreds of different costumes. Older girls can develop their talent of color, line, and harmony by making original costume designs following the basic principles and basic patterns. Dolls and material beautifully lithographed in full colors. The kit contains 2 dolls, 2 wooden stands, 7 basic cardboard patterns (street, dinner and evening dresses, jacket, 3 hats), 18 sheets material papers resembling tweeds, woolsens, prints, gingham, velours, velvets, etc., 2 sheets gummed paper resembling fur (10 designs for fur trimmings printed on gummed side), 8 sheets of gummed paper for trimmings (38 designs for trimmings printed on gummed side), 4 veils (real veiling in 4 different colors), 1 pencil, automatic Hydraulic (sanitary gum moistener), and 12-page illustrated instruction book. Price postpaid, \$2.35.



GEOGRA KITS These unique kits contain everything necessary for children to make their own maps in a simple but effective way. There are two sets, the Western Hemisphere which was so popular last year and the new Eastern Hemisphere set. With each set 4 large maps can be made each 14" x 18". For the Western Hemisphere the maps are for the United States, Canada and Alaska, Mexico and Central America, and South America. For the Eastern Hemisphere the maps are Europe, Asia, Africa, and the South Pacific. The basic part of each map is a sheet of heavy black cardboard on which is printed the outlines of states, provinces and countries. Then there are sheets of colored gummed paper. On each sheet are printed outlines and geographical features of the various states, provinces and countries. Children cut out the colored paper and stick it on the proper places on the black outline maps. The finished products are beautiful six color maps. There are also over 150 stickers of small pictures in each set which can be stuck on the maps, showing the principal industries and resources of the various sections. A folder gives key maps showing the location of industries and resources as well as other interesting geographical information. Price of both Western and Eastern Hemisphere sets, \$2.70, postpaid. Price of either set, \$1.50, postpaid.



CREATO CUT & PASTE SET Here is a new Createo unit that will delight every child, and for the first time provides everything needed for cutting and pasting activities. There are over 900 individual pieces included to encourage creative imagination and provide endless hours of pleasure and experimenting. In this set you will find a pair of blunt end scissors—a paste brush—two beginner's pencils—two 12" rules, one with 1/2" markings, the other a metric rule—a paste cloth—a two ounce jar of poster paste—75 cardboard easel strips to paste on the back of pictures—20 cardboard patterns of ovals, squares, circles and triangles—and 100 pieces each of: coated 5" paper squares and circles, coated paper strips 1/2" x 20" and 17" squares and circles, all in assorted colors. Also enclosed is an eight page illustrated folder on paper coating, folding and pasting. This is an ideal unit for the children as they turn once more towards school day habits. Price, postpaid, \$4.50.



CREATO CLAY MODELING UNIT. This Clay Modeling Unit will give your child all the materials and tools he needs to get enjoyment and satisfaction in his work with clay. It comes complete with a 9" x 12" Clay Board; 5 pounds of Clay Flour and 2 Boxwood Modeling Tools. The Clay is packed in economical flour form so the child can mix it as he needs it. Bowls, figures, animals, etc., modeled with this Clay will retain their original form as the Clay dries and hardens. A one-pound box of Modeling Clay in four assorted colors is included. This Modeling Clay remains plastic and may be used over and over again. An eight-page illustrated folder suggesting Clay Activities comes right with this Unit. Recommended for children from 2 years on through teen-age. Price postpaid, \$3.05.



CREATO FINGER PAINTING UNIT. Here is a Unit that will delight every child. All the equipment and materials needed to enjoy the interesting art of Finger Painting is assembled in this set. It includes a 14" x 18" hard surface prestwood Finger Painting Board; 25 sheets of Finger Paint Paper; a decorative Cardboard Folder to use as a Scrapbook for completed Finger Paintings; 4 four ounce jars of Finger Paint in red, green, brown and blue and 4 wooden Paddles to remove the paint from the jars. Finger Painting is acknowledged to be one of the finest arts for developing self-expression, relaxation, and relief from emotional strain in both children and adults. Even the little child will get satisfying results from his first experience with these materials. A four-page illustrated folder on Finger Painting is enclosed in each Unit. Recommended for children from 2 years through teen-age. Price Postpaid, \$3.30.



MAGIC SLATE BLACKBOARD This truly is a magic blackboard and it really deserves its great popularity. As children write or draw on the filmlike surface of the board with the stylus, the words or pictures appear in black. Presto—when the films are lifted up all writing and drawing disappears! It's instantly ready for another picture. The writing surface is a special heavyweight Magic Slate which, like the heavy film, is built to last for years. No dust, no dirt, no smudge! Above the slate is an assortment of cards with plastic binding and containing over 50 educational and comic drawings to copy. A flip of the finger changes the cards. Slate and cards are mounted on a table-top easel of heavy fibreboard printed to resemble wood. Size of easel 18 1/2" high x 12 1/2" wide. Price, postpaid, \$1.55.

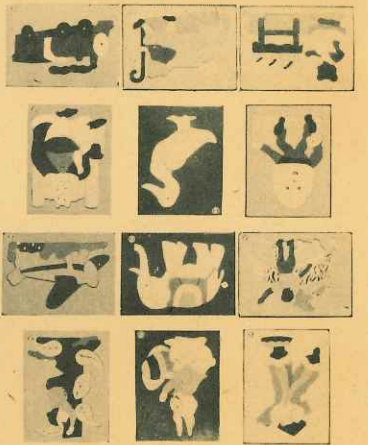


KRITTER KIT Here is a new outfit that is very nearly tops in fascinating and amusing activity ideas and material. The basic part of the kit is a finely illustrated book showing pictures and directions for making over 50 unique Kritters. The ideas in the book will, in turn, suggest countless ideas for other Kritters. Most of these Kritters can be made with common household things—empty spoons, buttons, beads, scraps of felt and feathers, corks, vegetables, fruits, etc. No special tools or skill required to make fascinating men out of corks and sticks; birds out of peanuts, toothpicks and feathers; animals out of sweet potatoes, oranges, beads, pine cones—in fact so many intriguing and amusing characters can be made that it is impossible in this copy to begin to tell the fun that may be had. In addition to the book the kit contains 20 different materials—colored peanuts, pipe cleaners, wire, feathers, modeling clay, colored corks, yarn, etc. Wonderful for individual or party use. Price, postpaid, \$1.25.

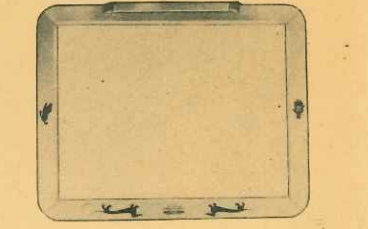


3LF LINCOLN LOG SET This new set is one of the best of a long line of Lincoln Log sets which have been one of the most popular construction sets for young children ever developed. Not only does this set offer educational training and development of originality but it recalls the pioneer days of America and the history of the building of this country. This set contains 131 pieces including large logs (3/4" diameter), material for roofs, wheels, 9 metal figures of Indians, pioneers and sheep, and an elaborate design book. Ranch houses, trucks and wagons are just a few of the many things that can be built. Price, postpaid, \$4.40.

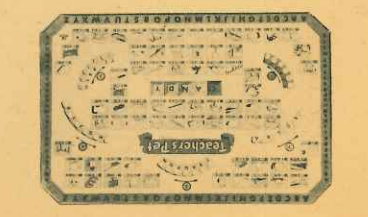
JUDY WOODEN PUZZLE INLAIS
These really-colored wooden picture puzzles are highly recommended and widely used as standard equipment in nursery schools, kindergarten, and first grades. For both home and school, they are highly entertaining and at the same time offer a challenge and opportunity for children to obtain satisfaction in their play. They satisfy the desire for manipulation and develop an awareness of likenesses and differences in form. The parts fit into a background of wood which furnishes a container as well as the outline of each design. The background is of one-piece 1/4" thick, 9" wide, and 12" long. The puzzle consists of 801 d pieces. The puzzle inlays are 1/4" thick, 9" wide, and 12" long. The popular puzzles illustrated are: Grandfather, Dutch Girl, Airplane, Goosey-Goosey, Rabbit, Girl-Under-the-Tree, Snowman, House, Goose, Bear, Elephant, Black Sambo, Baby, and others. Price per puzzle, \$1.00, postpaid.



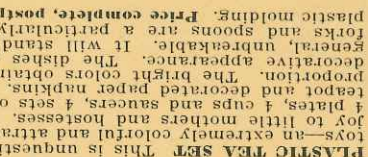
NO. 52 WHITE BLACKBOARD. We now boast a new plus-board. It is of natural wood with a clear lacquer finish and colorful decal. The board itself is finished in a smooth, hard white surface with a decorative blackboard and drawing with white chalk. Writing and drawing is done with black and colored crayons thus presenting pictures in their true relationship to the subject. The board is 18" x 24". Price, prepaid, \$5.85.



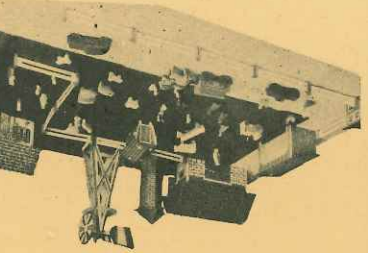
TEACHER'S SPELLING GAME. This new game has many advantages in making it fun for children to learn to spell. It is based on up-to-date methods of visual education—using color and pictures in a way that impresses the spelled words on the children's memory quickly, pleasantly and permanently. Splendid for both the child who cannot read as well as those well advanced in primary grades. 70 familiar objects are presented in clear illustrations, and below each is the spelling of the word. Color combinations indicate the correct spelling of 3 to 5 letter words. There are 3 different colored discs each containing letters of the alphabet. The discs are turned slowly to a dial telephone and if the spelling is right the correct word will appear in the center of the board. A unique advantage is that the only symbolizes a scene from the stories of each of these famous characters, which is just right for doll house play. This remarkable toy teaches a simple lesson in anatomy—construction, painting, and design. Price, prepaid, \$3.60.



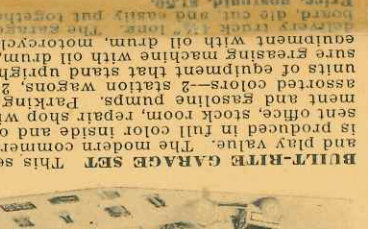
BUILT-UP KITCHEN SET. For many years most of the construction sets have been made for boys. Now there is a most attractive new set for girls which is a lot of fun to put together and even more fun to play with. It consists of 3 pieces, die cut from heavy durable cardboard. Brilliant white finish resembling porcelain. The refrigerator door opens and closes. The sink is removable. The set is similar to a real kitchen. Price, postpaid, \$1.60.



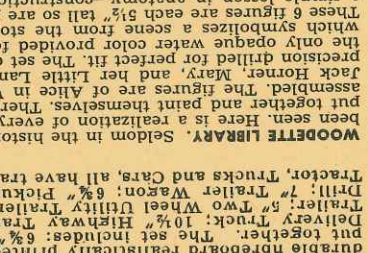
PLASTIC TEA SET. This is unquestionably one of the nicest of the modern new plastic toys—an extremely colorful and attractive tea set by Ideal Toys. It will be an everlasting joy to little mothers and hostesses. The set furnishes a complete table setting for 4—4 plates, 4 cups and saucers, 4 sets of knife, fork and spoon; cream pitcher, sugar bowl, teapot and decorated paper napkins. The dishes are made of cellulose plastic which is, in general, unbreakable. It will stand hot temperatures up to 140°. The plastic knives, forks and spoons are a particularly excellent example of the modern possibilities of plastic molding. Price complete, postpaid, \$2.45.



JUDY DETUXE FARM SET. It's "acres of fun" to farm the Judy way with this brand new set—playing with the farm characters in their natural domestic setting. The set consists of 106 pieces. The farm structures are made of cardboard, realistically and colorfully designed. Barn is 8 1/2" x 5 1/2", 1" high—with other structures in proportion. There are 20 sections of white fence with red wooden fence posts. Finally, there are 34 little wooden figures ranging from 1/4" to 1 1/4" high, and from 1/4" to 1" in thickness. These include tractor, truck, farm wagon, farmer, woman, boy, girl, and horses, cows, pigs, sheep, ducks, geese, chickens and turkeys. Illustration shows only one of many ways the farm yard may be arranged. Run to put together and fun to play with. Price, postpaid, \$2.50.



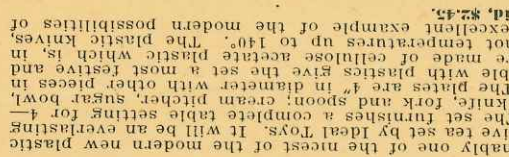
BUILT-UP GARAGE SET. This set is built with typical Built-Rite ingenuity, strength and play value. The modern commercial garage is 16 1/2" long, 10 1/2" wide and 7 1/2" high. It is produced in full color inside and out, with printed illustrations in the interior to represent office, stock room, repair shop with tool bench and tools, battery department, oil equipment and gasoline pumps. Parking stalls on the roof. Set includes 6 cars, 6 separate assorted colors—2 station wagons, 2 panel delivery trucks and 2 separate units of equipment that stand upright, high pressure greasing machine with oil drum, portable greasing equipment with oil drum, portable greasing machine with oil drum, and motorcycle. The garage set, and accessories are made of very durable hardboard, die cut and easily put together—thereby adding much to the play value of the set. Price, postpaid, \$1.60.



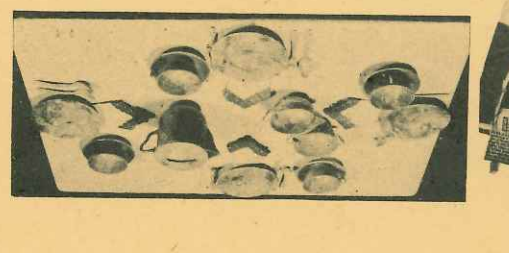
BUILT-UP MOTOR SET. This is a brand new addition to the Built-Rite line which has been so popular with our readers. It consists of 12 complete units made of extra heavy durable hardboard realistically printed in full colors. All pieces are die cut and can easily be put together. The set includes: 6 1/2" Highway Truck, 10 1/2" Motor Truck, 6 1/2" Panel Delivery Truck, 6 1/2" Station Wagon, 6 1/2" Motor Wagon, 6 1/2" Motor Truck, 6 1/2" Motor Wagon, 6 1/2" Motor Truck, 6 1/2" Motor Wagon, 6 1/2" Motor Truck, 6 1/2" Motor Wagon. Price complete, postpaid, \$1.50.



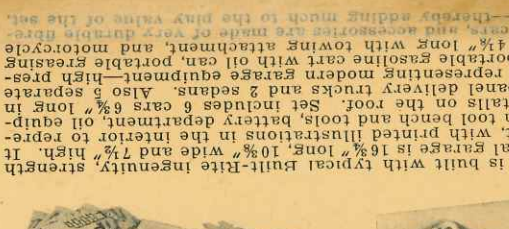
Electric type refrigerator 11 1/2" high and 5 1/2" wide. Easily put together and realistic in appearance. Price, postpaid, \$1.60.



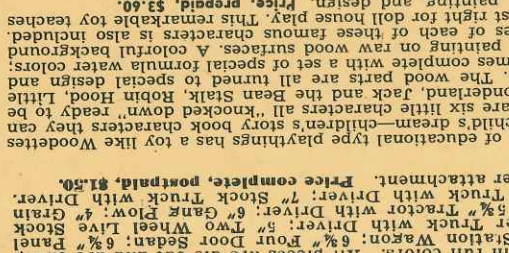
Electric Scissors Toy. This is a most ingenious and safe device for children who love to cut things out. Simply plug the 6' cord into your house current (alternating only). Snip! Snip! Snip! The blades open only a minute distance, permit-ting the cutting of paper but not fingers or flesh. Snip! Snip! Snip! ceases to operate when hand pressure is released. Price, postpaid, \$1.75.



Electric Scissors Toy. This is a most ingenious and safe device for children who love to cut things out. Simply plug the 6' cord into your house current (alternating only). Snip! Snip! Snip! The blades open only a minute distance, permit-ting the cutting of paper but not fingers or flesh. Snip! Snip! Snip! ceases to operate when hand pressure is released. Price, postpaid, \$1.75.



Electric Scissors Toy. This is a most ingenious and safe device for children who love to cut things out. Simply plug the 6' cord into your house current (alternating only). Snip! Snip! Snip! The blades open only a minute distance, permit-ting the cutting of paper but not fingers or flesh. Snip! Snip! Snip! ceases to operate when hand pressure is released. Price, postpaid, \$1.75.



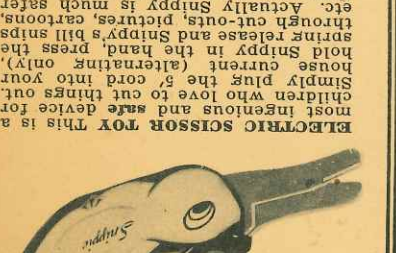
Electric Scissors Toy. This is a most ingenious and safe device for children who love to cut things out. Simply plug the 6' cord into your house current (alternating only). Snip! Snip! Snip! The blades open only a minute distance, permit-ting the cutting of paper but not fingers or flesh. Snip! Snip! Snip! ceases to operate when hand pressure is released. Price, postpaid, \$1.75.



REMOVAL MERCHANT MARINE—SHIPS IN MOTION. This is an entirely different and fascinating kind of toy. Through the magic of remote control, little floating ships sail from port to port, steer safely past lighthouses, maneuver into the docks—without being touched! The control from a magnet in the young operator's hand held beneath the bottom of the tank and invisible, yet uncanny in effect. Waterproof aluminum tank 19" x 10 1/2" x 1 1/2", deep and requires water only 1 1/2" deep which is plenty to float and navigate the little ships. Set contains 2 ships (liner and freighter), harbor, 2 small docks, 1 island, 1 lighthouse and 1 lighthouse. Strong magnet provided. Price, postpaid, \$4.00.



Electric Scissors Toy. This is a most ingenious and safe device for children who love to cut things out. Simply plug the 6' cord into your house current (alternating only). Snip! Snip! Snip! The blades open only a minute distance, permit-ting the cutting of paper but not fingers or flesh. Snip! Snip! Snip! ceases to operate when hand pressure is released. Price, postpaid, \$1.75.



Electric Scissors Toy. This is a most ingenious and safe device for children who love to cut things out. Simply plug the 6' cord into your house current (alternating only). Snip! Snip! Snip! The blades open only a minute distance, permit-ting the cutting of paper but not fingers or flesh. Snip! Snip! Snip! ceases to operate when hand pressure is released. Price, postpaid, \$1.75.



Electric Scissors Toy. This is a most ingenious and safe device for children who love to cut things out. Simply plug the 6' cord into your house current (alternating only). Snip! Snip! Snip! The blades open only a minute distance, permit-ting the cutting of paper but not fingers or flesh. Snip! Snip! Snip! ceases to operate when hand pressure is released. Price, postpaid, \$1.75.



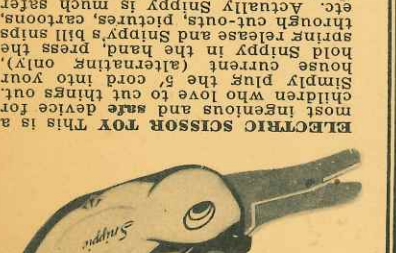
Electric Scissors Toy. This is a most ingenious and safe device for children who love to cut things out. Simply plug the 6' cord into your house current (alternating only). Snip! Snip! Snip! The blades open only a minute distance, permit-ting the cutting of paper but not fingers or flesh. Snip! Snip! Snip! ceases to operate when hand pressure is released. Price, postpaid, \$1.75.



Electric Scissors Toy. This is a most ingenious and safe device for children who love to cut things out. Simply plug the 6' cord into your house current (alternating only). Snip! Snip! Snip! The blades open only a minute distance, permit-ting the cutting of paper but not fingers or flesh. Snip! Snip! Snip! ceases to operate when hand pressure is released. Price, postpaid, \$1.75.



Electric Scissors Toy. This is a most ingenious and safe device for children who love to cut things out. Simply plug the 6' cord into your house current (alternating only). Snip! Snip! Snip! The blades open only a minute distance, permit-ting the cutting of paper but not fingers or flesh. Snip! Snip! Snip! ceases to operate when hand pressure is released. Price, postpaid, \$1.75.



Electric Scissors Toy. This is a most ingenious and safe device for children who love to cut things out. Simply plug the 6' cord into your house current (alternating only). Snip! Snip! Snip! The blades open only a minute distance, permit-ting the cutting of paper but not fingers or flesh. Snip! Snip! Snip! ceases to operate when hand pressure is released. Price, postpaid, \$1.75.

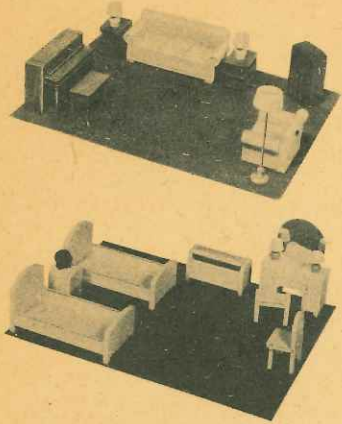


Electric Scissors Toy. This is a most ingenious and safe device for children who love to cut things out. Simply plug the 6' cord into your house current (alternating only). Snip! Snip! Snip! The blades open only a minute distance, permit-ting the cutting of paper but not fingers or flesh. Snip! Snip! Snip! ceases to operate when hand pressure is released. Price, postpaid, \$1.75.



Electric Scissors Toy. This is a most ingenious and safe device for children who love to cut things out. Simply plug the 6' cord into your house current (alternating only). Snip! Snip! Snip! The blades open only a minute distance, permit-ting the cutting of paper but not fingers or flesh. Snip! Snip! Snip! ceases to operate when hand pressure is released. Price, postpaid, \$1.75.





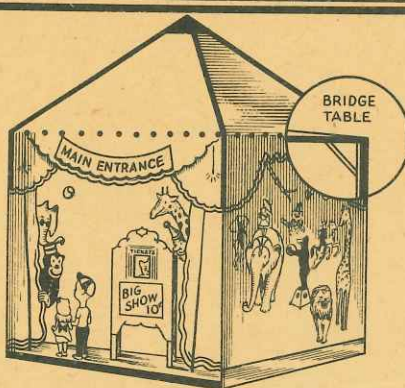
DOLL HOUSE FURNITURE Strombecker Toys have a fine series of five rooms of wooden doll house furniture, authentically designed, attractively decorated, and built accurately to a scale of $\frac{1}{4}$ " to one foot. The five rooms consist of: **Living Room** (illustrated), 10 pieces; genuine walnut piano, piano bench, radio, 2 end tables, 2 table lamps, floor lamp, and davenport and lounge chair finished to simulate upholstery. **Dining Room**, 8 pieces; walnut dining table, buffet, server, 4 chairs and bowl. **Bedroom** (illustrated), 10 pieces in pink; 2 beds, night stand, chair, 2 vanity lamps, vanity dresser, vanity bench, chest and clock. **Kitchen**, 10 pieces attractively painted; cabinet, sink, refrigerator, gas range, kitchen table, 4 chairs, clock and mixing bowl. **Bathroom**, 6 pieces attractively painted. Bath tub, lavatory, toilet, bath stool, electric heater, bath scale. We can supply this furniture only in complete sets of 5 rooms. **Price, postpaid, \$6.45.**



KEWPIE DOLL by Noma. We are very glad to say that after many years the famous Kewpie Doll is again available. This famous doll, designed by Rose O'Neill after her beloved Kewpies has delighted countless numbers of children. One has only to see the doll to realize its captivating appeal and popularity. Like many modern playthings the Kewpie Doll has been greatly improved by the addition of movable joints on arms, legs and head—permitting her to stand, sit, kick and assume many lovable poses. Also she is now dressed in colorful rompers, knitted socks and lace booties. She is 13" high, realistically colored with hand painted features and made of sturdy material. **Price, postpaid, \$3.25.**

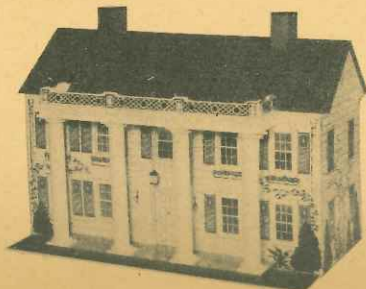


PATSY DOLL She's lovable, she's adorable, she's petite. This EFFAN-BEE doll, famous before the war, is even cuter now with her new checked pink and white gingham pinafore trimmed in red with panties to match. White shoes and socks and red hair ribbon. One of the nicest features about Patsy is her satin-smooth skin finish which gives a most lifelike effect. This, along with her piquant face and bright blue eyes makes her a most charming doll. 14" tall. **Price, postpaid, \$3.95.**

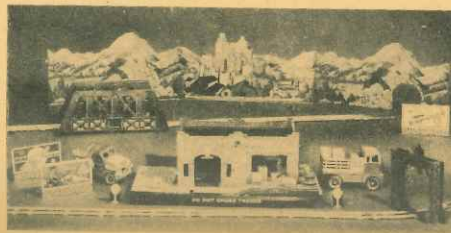


JIFFY CIRCUS PLAYHOUSE The makers of the famous Jiffy Playhouse have designed a brand new playhouse that is undoubtedly bound to make an even greater hit with little tots—as well as with Mother. The house is made of strong cotton cloth which fits over a standard card table! The table furnishes the support and ceiling of the playhouse. A wooden support placed on the table holds up the roof peak of the house. A slit in the side permits children to get into their "own little house." Very attractively decorated with circus characters in full color. Can be set up or taken down in a minute and stored in a very small space. Satisfies the love of every little tot for their own little house or hideaway. Good for indoor or outdoor use but is not waterproof. **Price, postpaid, \$2.50.**

RICH 6-ROOM DOLL HOUSE. This is a most attractive priced doll house. Two stories, 6-rooms, open in back, made of fibre-board, painted white with green roof and red chimneys. Exterior attractively stenciled in black to resemble window frames, clapboards and drain pipes. Stenciled red blinds and green shrubs. Interior finished in white with stenciled designs on floor to represent rugs and linoleum. Size 27 $\frac{1}{2}$ " long, 19 $\frac{1}{2}$ " high, and 10 $\frac{1}{2}$ " wide. **Price postpaid, \$5.50.**



COLONIAL DOLL HOUSE WITH RUGS AND CHIME We think this house by Rich is one of the finest and most beautiful doll houses to be found. It is of typical colonial style, painted white with red blinds. Green roof with black stenciled shingles. Colonial porch with white wooden pillars. Outside walls decorated with green shrubbery and red flowers. Metal frame windows of heavy cellophane, red chimneys. Large size, 34" x 24" x 22" with 6 large rooms and stairway. Porch lamp. The rugs are of rayon flock sprayed on the floor. The chime is operated by pulling a cord at the front door. Made of U. S. Gypsum hardboard. **Price, express prepaid, \$16.00. Electric lights \$1.00 extra.**



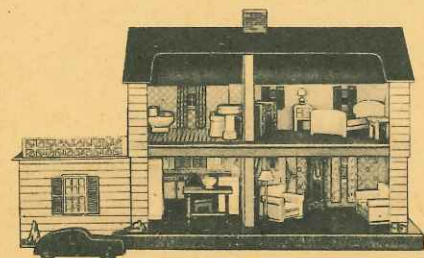
BUILT-RITE RAILROAD ACCESSORY SET AND SCENERY. To their very popular Railroad Accessory Set Built-Rite Toys have added a fine new feature, the scenery unit. This scenery made of durable fibreboard comes in 3 sections totalling 60" long, with patented lock construction for rigid support. The scenery shows mountains and a city in the background in full color. One section includes mountain tunnel. Set up with a toy railroad and in connection with the other accessories a most realistic effect is obtained. The rest of the set enables children to make accessories for their railroad. It consists of beautifully colored, sturdy fibreboard parts which are put together to make a combination Passenger and Freight Station, Signal Tower, Bridge, 3 "Scale Model" Billboards, 2 No-Parking signs and 20 miniature freight packages. Fits with toy railroad sets. The station, bridge, etc., are easy to put together without metal fasteners or glue. **Price, postpaid, \$2.25.**



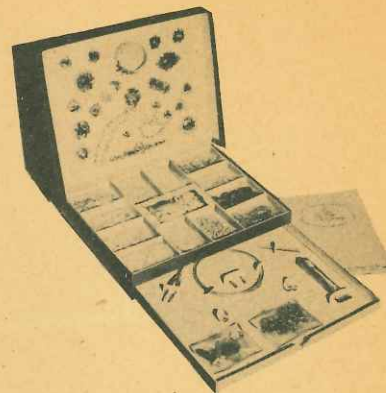
TOM THUMB CASH REGISTER. Every child gets a big kick out of playing store and the more realistic the props the more enjoyment is received. So why not a cash register to brighten up those rainy days. Tom Thumb is a precision made miniature of a standard cash register. When the white plastic keys are pressed the cash drawer pops out, a bell rings, and the amount indicator shoots up behind a glass window on top. The indicator registers from 1c to \$1.00 and No Sale in correspondence to the little numbers on the 13 keys. Tom Thumb is constructed of heavy gauge steel with aluminum trim and baked on bright red enamel. It weighs 3 $\frac{1}{2}$ lbs. and measures 7 $\frac{1}{4}$ " deep, 6 $\frac{1}{2}$ " wide, and 7 $\frac{1}{4}$ " high. **Price, postpaid, \$5.60.**



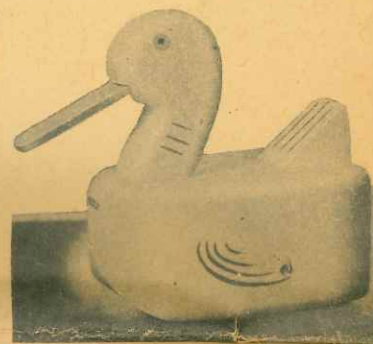
MINIATURE VILLAGE AND SCENERY. This very popular village is now available again, with a new feature which adds greatly to the attractiveness and realism—a scenic background. The little village is a joy to children. For use in playing with miniature autos or trucks; for use with electrical or mechanical railroads; for school projects or just for the fun of building and creating a real little town. Buildings are colorfully decorated fibreboard scaled $\frac{1}{4}$ " to 1". They come knocked down and are easily put together with unique locks without metal fasteners or glue. Easily taken apart. Set contains business block, school, church, fire station, drug store, railway station and 6 houses. The background scenery is made of durable fibreboard and comes in 3 sections totalling 60" long with patented lock construction. The scenery, printed in full color, shows mountains, valleys and a city in the background. **Price, postpaid, \$2.50.**



STROMBECKER 4-ROOM DOLL HOUSE Strombecker Toys have produced a new "Dream Home" doll house which we predict will prove to be extremely popular. It is a very attractive low priced 4-Room fibre-board house with attached garage. The illustration shows the open back of the house with the 4 rooms fully equipped with 18 pieces of painted wooden Strombecker furniture. Floors and walls are printed in pleasing decorations. House and furniture are built to true scale of $\frac{1}{4}$ " to 1". The front and sides of the house are tastefully decorated in colors to represent brick, white clapboards, and green roof. There is a toy automobile with the set and a cardboard baby carriage and Scottie dog. An exclusive idea is the "lift-off" feature, whereby the second story may be lifted off to provide easier access to the first floor. Over all dimensions are 23" long, 11" wide, and 13" high. House comes knocked down but is easily put together. **Price, postpaid, \$3.00.**



SHELL CRAFT. Children have always loved to explore the mysteries of sea shells on the beaches. Here is a set of beautiful shells of all sizes and colors to fascinate their imagination. It is so simple to make shell jewelry with this set we can recommend it for our youngest subscribers. A drop of glue squeezed onto a plastic base secures the shells in place. The box is designed to serve as a work kit with a special drawer holding 12 small individual trays of shells varying greatly in color and size. Another drawer contains many types of plastic bases, 2 plastic ear screws, 2 metal pin-backs, toothpicks, tweezers, and a tube of glue. An illustrated instruction book provides floral and conventional designs. **Price, prepaid, \$5.35.**



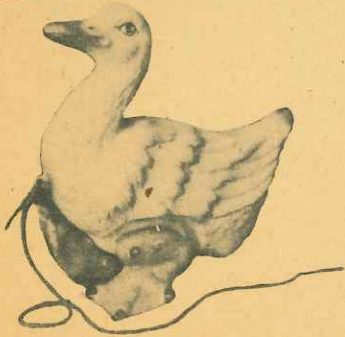
PADDLES. The swimming duck is something new and colorful for a bathtub companion. It is made from the notably very light Balsa Wood which accounts for its high and mighty floating trait in water. It is very attractively finished with a bright yellow, non-toxic yacht paint with black markings and an orange bill to add to the authentic duck-like features. The duck swims by means of rubber band propelled paddles which are tucked up under the duck out of view when in the water. Three extra rubber bands are provided, making replacement easy by following directions enclosed with each package. The duck's body measures 6 $\frac{1}{2}$ " in. long, 3 $\frac{1}{2}$ " in. wide, and 3 in. high exclusive of the neck and head. **Price prepaid, \$2.20.**



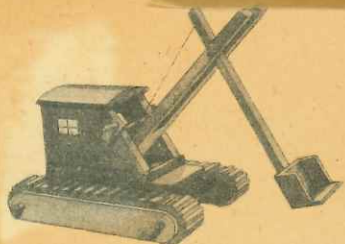
JET-CRAFT SPEED BOAT With jet-propelled planes, rockets, etc., so much in the public eye we feel that this brand new boat is very fascinating and timely. Unlike the war application this boat uses no explosive material, fire nor heat, and cannot possibly be injurious in any way. First the water-tight wooden hull is filled with water and the small bag containing simple chemicals is hung in the water inside the hull. This produces common carbon dioxide gas. Immediately the charged water begins to squirt through a small hole in the stern propelling the boat in a very realistic way and at a faster speed than the usual wind-up propelled boat. Each charging will propel the boat from 12 to 15 feet and re-charging takes but a few moments. Ideal for use in the bath tub or on small bodies of water. The boat is 12" long, made of wood, and attractively finished. The operation is so simple and safe that any child can run it. Additional chemicals may be easily and cheaply secured from the manufacturer. **Price, postpaid, \$2.50.**



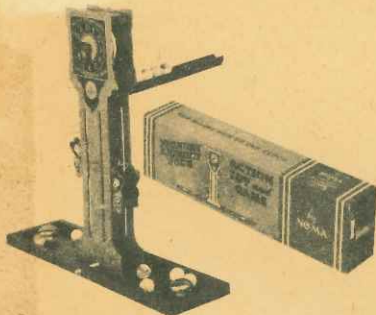
MARY'S LAMB "Mary had a little lamb . . . and every where that Mary went the lamb was sure to go." This lamb is a brand new companion to Waggles, the Terrier, and like Waggles is one of the best pull toys we have seen. It has the same happy realistic waggling action, following along behind the child who pulls it—turning corners, wiggling in and out. The construction, operation, and approximate size is the same as Waggles. Attractively decorated in white and colors. Price, postpaid, \$1.75.



NOMA WALKY DUCKY. Another very clever walking toy. Even more natural in action and appearance than the Dog, this large Duck is 9 1/2" x 8 1/2" x 4 1/2". It has a ludicrous waddle amazingly like a live duck right in the barnyard! Realistically molded of tough, durable material to show lifelike face, body, feet and feathers in full detail. Paint-finished in White, Yellow, Black and bright Orange. The child need only pull the leash gently and Walky Ducky waddles along behind. This toy has proven itself a household pet for years. Price, postpaid, \$2.75.



TRACTOR-STEAM SHOVEL. This clever new action pull toy by Noma has fascinating and realistic play value. All wood construction—10 1/4" long, 4 3/4" wide, 9 1/2" high. Large cab with windows revolves in all directions. Hand crank with large handle raises and lowers scoop bucket. Wheels turn when pulled like any real tractor shovel. Finished in bright red and grey. Price, postpaid, \$1.50.

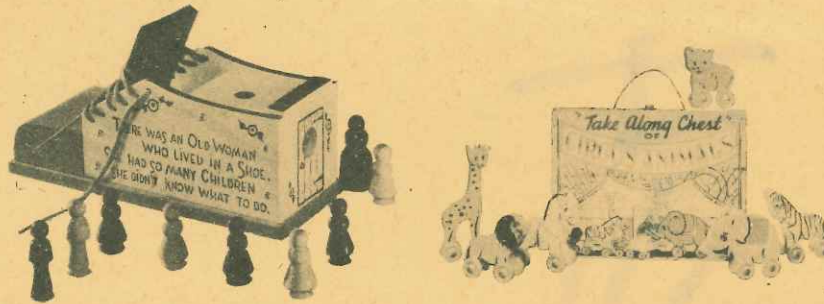


NOMA HICKORY DICKORY DOCK. Intriguing action toy and game for little children. The marbles from a chute roll one at a time into the unique mouse design cut-out carriages. As one carriage descends with its marble and dumps the marble at the bottom, the other carriage is drawn to the top to be loaded. As the marbles are dumped they roll out striking a bell and fall into numbered holes making a scoring game. The hands on the clock move each time and a very amusing effect is produced with the mice running up and down the clock. Base finished in bright red, clock sides in natural wood color. 15" long, 4" wide, 14" high. 12 polished marbles and 9" loading chute. Price, postpaid, \$3.00.



A CHRISTMAS GIFT

that will bring much pleasure and lasting profit to the young children on your Christmas list. A yearly subscription to **CHILDREN'S ACTIVITIES** (10 big books) at a cost of \$3.00, has long been most popular as a Christmas Gift—in effect 10 gifts in one—heralded by a lovely Christmas Gift Card and the first copy of the magazine delivered a few days before Christmas. Carefully list on a sheet of paper the names and addresses of the children between 2 and 12 whom you want to make happy not only on Christmas Day, but throughout a whole year, and mail to the address on page 1 with remittance of \$3.00 each.



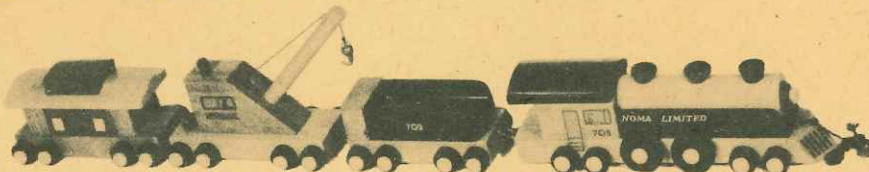
HOLGATE OLD WOMAN OF THE LACING SHOE (above left) One of those simple but difficult things for a child to do is lacing a shoe. It is at once appealing and ingenious to dramatize the process of lacing and unlacing with this particularly apt nursery rhyme. The fascinating story used with this shoe is that the 11 mischievous children run all around chased by the Old Woman. The children can get away by climbing in the hole in the back door, but the shoe has to be unlaced and opened before the Old Woman can get in. Price, postpaid, \$3.00.

TAKE ALONG CHEST OF CIRCUS ANIMALS. This is a very clever idea by Toy Kraft. The chest is made of heavy fibboard with outside finish and design resembling modern airplane luggage. Attractively decorated inside. Has handle so that it may be carried by the little ones around the house or on going away trips. Inside the box there are two trays holding six amusingly designed wooden circus animals highly decorated. The animals are of solid 3/4-inch thick wood ranging from 3 1/2 inches to 7 inches tall. They are mounted on wooden wheels. The six animals are shown in the illustration. Chest is 11 1/4 inches long by 9 inches wide. Price, postpaid, \$2.70.



HAZELLE'S CLOWN MARIONETTE. Marionettes are invariably a big favorite with children and this clown has always been one of the most popular, with his tricks and dancing. So easy to operate with the simple airplane-type control. With a little practice, tilting pulls the 7 strings making the clown "come to life". Ideal for creative play, developing dexterity and imagination. Clown is 14" tall colorfully dressed. Hand painted with typical clown features, real wig, molded hands, unbreakable head, body and shoes. Fine for home or school use. Price, postpaid, \$3.25.

CIRCUS WAGON is as colorful as a real circus parade. It gives the youngsters the thrill of a circus with color and authenticity. Eight realistic various colored animals, horses, and a clown make this a riot of color. The white wagon has brightly colored trim and wheels. It is drawn by four white horses with colorful decorations mounted on wheels. The 8 wheeled animals in a realistic variety of colors are also mounted on wheels and provide plenty of individual play value when separated from the wagon. The clown can be removed from his wagon perch and moved about freely. There is a heavy pull cord with a ball end for use when the circus "hits the road". Overall length 37 1/2"—average height of animals 4 1/2". Price, prepaid, \$6.70.

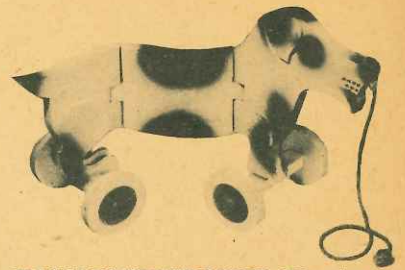


NOMA LIMITED TRAIN. The perfect toy for the budding Casey Jones. The Limited can be completely disassembled into 94 separate pieces and put together again. There are 4 cars including a modern type locomotive, tender, wrecking crane with a cab that turns in any direction and a real hook for lifting, and a caboose. The cars are all gaily colored in red and blue and natural wood finish. It is not only fun to play with but teaches the youngster mental and physical coordination. Overall length 35", 4" wide, 7" high. Price, postpaid, \$6.30.



NOMA DELUXE TRAIN SET This is a fine large wooden train for the little one's "first" train. It is very sturdily made, realistic looking, and the construction is admirable for young railroaders. The cars are heavy enough and wide enough, 3", to prevent them from tipping over easily. The coupling device is very ingenious and easy to handle. The cars are coupled by simply dropping a short connecting bar with holes at each end over the posts at the end of each car. Added play value is provided in that the gondola and freight car (with open doors) offer space for hauling "freight." The complete train is long, 55", and 3" high. Of course, little tots can play with the whole train or with each car separately. The engine without tender is 10" long. The train consists of engine, tender, gondola, freight car, tank car and caboose. Attractively finished in 5 different bright colors. Price, postpaid, \$2.75.

THREE CAR DELUXE TRAIN This train is identical in construction and design to the 6 car train with the same tank car and caboose. The engine and tender are joined together in one piece. Length of train 30". Finished in 3 different bright colors. Price, postpaid, \$1.25.

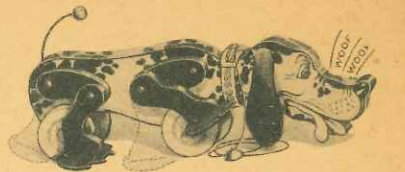


WAGGLES THE TERRIER Waggles is one of the most adorable and amusing pull toys we have seen in years. When children pull Waggles he has all the action of a live dog—following along wherever they go—with a happy waggling motion that is almost "canine" in its realism. Waggles is sturdily made of wood cleverly jointed in two places so that the front end, middle and rear end swing back and forth—waggling, twisting and bending around corners. Unlike most pull toys Waggles "keeps his feet" much better. He is 20" long and 12" tall, attractively decorated in black and white terrier markings, and with white wheels with red centers. We predict that Waggles will be a faithful companion to the tiny boy or girl who is lucky enough to be his master. Price, postpaid, \$2.25.



NOMA WALKING DOG. An ingenious toy, noteworthy among mechanical walking toys for a remarkable amount of realism. 11" x 7 1/2" x 4", the body is molded of a tough durable material in "full round" with careful detail. The legs are cleverly articulated to the body so that the leash is pulled gently and the dog walks.

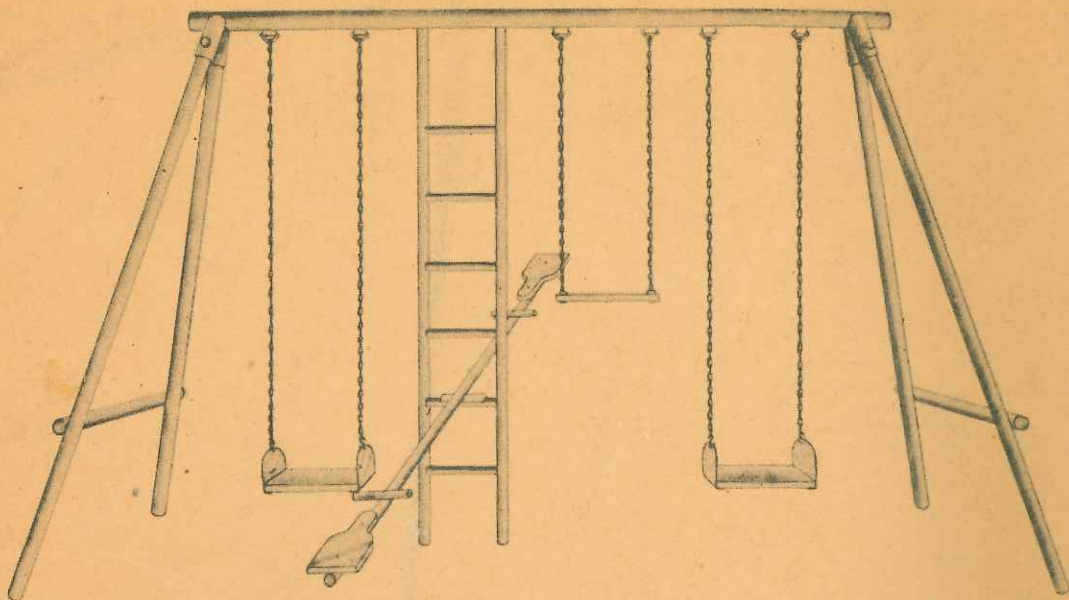
This little Cocker Spaniel wins the affection of toddlers and pre-school youngsters. Individually boxed in full color Gift Package. Price postpaid, \$1.30.



SNOOPY SNIFFER. He "woof-woofs" loudly with his concealed voice, as he swaggers along following his youthful master or mistress. His legs have a natural ludicrous splay-footed gait, because of their being jointed in the middle. Snoopy's tail is spring wire, and wags in all directions. He is solid wood, finished with four-color lithography, rubber paws, floppy cloth ears, and is amazingly well constructed. Price, postpaid, \$2.10.



NOMA HEAVY DUTY FARM TRACTOR. Here's fun "on the Farm" for both sexes, from Toddlers all the way up thru the early grades! Large and substantial in construction the Tractor is 8 1/2" x 5 1/2" Full-molded of tough, durable material to show realistically such details as tire treads, radiator slots, farmer's face and clothing, etc. Front wheels will steer when this toy is pulled with a string. The large rear traction wheels have special ground grip type tires and an attached mechanical device that makes a realistic motor noise. Brightly colored in red, black and other colors. Individually boxed in full color Gift Package. Price \$1.50, postpaid.



7 PLAY STEEL GYM The popular steel gym which we featured last year has been refined, improved, and additional play features have been added. Due to the scarcity of this kind of equipment we are fortunate in being able to present a steel gym this year. It is exceedingly strongly constructed, rigid and safe. The framework throughout is made of 2" steel tubing. The uprights are joined to the cross bar with a welded connection requiring no nuts or bolts. This makes a very easy and strong assembly. Hangers, containing bearings, are welded to the cross bar. The ladder rungs are welded to the ladder upright and are made of 1½" steel tubing. New metal straps add to the strength and safety of the swing seats. The play features consist of 2 swings and 1 trapeze all with chains; climbing ladder; 2 exercise bars one at each end; and an adjustable strong seesaw board used with the ladder (not illustrated). Uprights finished in attractive green enamel with cross bar and ladder in red. This is a large gym 7' high, with cross bar 9' long. **Price F.O.B. Shreveport, La., \$36.00.** Shipping weight 160 lbs.

Sec. 562, P. L. & R.
U. S. POSTAGE

PAID

Chicago, Illinois
Permit No. 6870

HARRIET HUNTER
412 CLEVELAND
FALLS CHURCH VA
JUN 4 1915